

> Home > Group > Markets

Croatia

Everything because of you. Vipnet



Vipnet was established in 1998 and started operations in July 1999. In 2004, the Telekom Austria Group increased its interest in Vipnet to 100%.

In 2010, the mobile penetration rate in Croatia increased by 6.1 percentage points to 144.5%. Vipnet expanded its subscriber base by 5.6% to almost 2.7 million customers, slightly increasing its market share from 42.6% to 43.1% and thus narrowing the gap to the market leader.

The company's earnings development was negatively impacted by both intense competition and the 6% mobile communication levy introduced in August 2009 in response to the economic crisis.

Average revenues per user (ARPU) declined by 8.1% to EUR 11.3 compared to the previous year. The mobile broadband business showed a positive performance, registering an increase of 30.5% to approximately 179,000 customers.

Following the introduction of HSPA+ in 2009, Vipnet is now testing Long Term Evolution technology (LTE) to be able to respond to the further increase in data volumes going forward. The portfolio of convergent products was successfully expanded in 2010 to include custom-tailored offers for small and medium-sized enterprises. Furthermore, Vipnet successfully developed the first products for the machine-to-machine sector (M2M), which enables the flow of data between machines.

[Quartely Results](#)

[Vipnet](#)